

In the claims:

Claims 1-32 (delete)

Claim 33(new)

An apparatus for controlling the display of broadcast programming on a program display appliance, comprising:

a handheld device including (i) a receiver for receipt of wireless incoming data transmissions from a communication network, the communication network being distinct from that used for transmission of the broadcast programming, (ii) a display for visual presentation of the incoming data, said visual presentation having content related to the content of the displayed broadcast programming and being timed in relation to the time of the displayed broadcast programming, (iii) a transmitter for sending wireless outgoing data transmissions to the communication network, and (iv) a plurality of tactilely operated controls to permit the device to interact with the display appliance and the communication network.

Claim 34 (new)

The control apparatus of claim 33 wherein the visual presentation on the handheld device and the interaction of the handheld device with the communication network may occur in real time or near real time relative to the time of the displayed broadcast programming.

Claim 35 (new)

The control apparatus of claim 33 wherein the display appliance is a television and the handheld device is a television remote control.

Claim 36 (new)

The control apparatus of claim 35 wherein the remote control also controls the operation of a plurality of media presentation appliances.

Claim 37 (new)

A handheld control and computing device capable of allowing a user to interact with a broadcast program and/or advertisement received at a receiver which is being viewed by the user by (i) receiving and displaying incoming data that relates to such a program and/or advertisement, in which the incoming data comprises one or more items which are to be displayed on the device and which can be selected by a user inputting a selection into the device and (ii) sending outgoing data (619) that defines which item is selected by the user, comprising:

(a) a wireless wide area network receiver to receive the incoming data from a wireless wide area network that is not used to transmit the program and/or advertisement; and

(b) a wireless wide area network transmitter to send the outgoing data over the wireless wide area network;

and wherein the device displays the items at a time that is related to the time the corresponding elements of the broadcast program and/or advertisement are shown on the receiver.

Claim 38 (new)

The control and computing device of claim 37 wherein the device compares timing cue points in the incoming data to a real time clock to time the device displays.